

29 JUNE 1999



Public Affairs

BASE MARQUEE PROCEDURES

COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

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This instruction implements AFD 35-2, Public Communications Program. It defines policies and procedures for MacDill Air Force Base (AFB) marquees. It applies to all organizations, official and unofficial, on or affiliated with MacDill AFB.

1. General:

- 1.1. The marquees are used to welcome distinguished visitors, as individuals or in groups, to MacDill AFB and to publicize activities and programs important to the MacDill community. Marquees will not normally be used to recognize individual achievements, announce retirements, unit car washes, or similar types of activities.
- 1.2. The flight line marquee is dedicated to welcoming distinguished guests only.
- 1.3. Priority for posting announcements:
 - 1.3.1. All announcements requested by Commanders in Chief (CINC) and the Commander, 6th Air Refueling Wing (6 ARW/CC).
 - 1.3.2. Official welcome announcements made by Wing Protocol (6 ARW/CCP).
 - 1.3.3. All other official welcome messages.
 - 1.3.4. Base and Services activities and programs.
 - 1.3.5. "Farewell" messages are posted upon approval by the 6th Support Group Commander.

2. Responsibilities:

- 2.1. The Public Affairs Office (6 ARW/PA) is responsible for administering the MacDill AFB marquee program.

2.2. The 6th Civil Engineer Squadron (6 CES) is responsible for maintenance of the marquees as physical property on MacDill AFB. This includes funding for and purchase of light bulbs and other necessary equipment to maintain the marquee boards.

2.3. For maintenance problems beyond the capabilities of 6 CES, 6 CES will coordinate with the local contractor to have maintenance personnel come to MacDill to fix the problem.

3. General Procedures:

3.1. All messages must conform to standards of propriety and policy: (a) Is the message appropriate for the MacDill audience? and (b) Is the message in concordance with 6 ARW policy?

3.2. If a distinguished visitor arrives by air at base operations, the marquee at base operations may be requested. Call 828-2056 to place this request.

3.3. Requests for marquees are submitted in letter format to 6 ARW/PA, 8208 Hangar Loop Drive, Suite 14, or via fax (828-3653), or via e-mail (6 ARW/PA Public Affairs). Messages are inputted on Thursdays. Requests are accepted ONE WEEK prior to start date. Exceptions are made on a case-by-case basis. Use the letter ([Attachment 1](#)) to submit marquee requests.

3.4. 6 ARW/PA controls the color, size, and style of each message. Red is the standard, unless there is a compelling reason to do otherwise.

3.5. Requests for marquee messages from agencies other than those outlined in para [1.3](#). are honored on a space-available basis.

4. Records: Dispose of records in accordance with AFMAN 37-139, Records Disposition Schedule.

JAMES N. SOLIGAN, Brig Gen, USAF
Commander

Attachment 1

MARQUEE REQUEST LETTER

MEMORANDUM FOR 6 ARW/PA

FROM:

SUBJECT: MacDill Air Force Base Marquee Message Request

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Please use one letter per block. Please ensure correct spelling.

RUN DATE:

Start: _____ Stop: _____

(Thursday)

NAME OF REQUESTER:

_____ DATE: _____

(Signature)

Phone: _____

Approving

Official _____ Date: _____